Building Effective Organizational Culture

Course Description

What is organizational culture? How would you describe your company's culture? How is leadership related to culture? In this course, you will explore the concepts related to organizational culture and learn how the different cultures related to leadership. You will learn about the dynamics of cultural change, and how you can influence the direction of your organization's culture. The course ends with strategies for leading in a learning culture

Course Objectives

- Develop an understanding of the terms and benefits of Customer Relationship Management (CRM) on a company's bottom line
- Analyze the different components of a CRM plan
- Develop checklist for readiness and success in CRM
- Identify how CRM creates value for organizations and customers
- Identify developmental roles that have the greatest impact on CRM

Who Should Attend?

- Team leaders and team members
- Managers
- Supervisors
- Anyone who is or will be responsible for managing teams or individuals
- Anyone involved in HR planning

Program Schedule

DAY 1

- Introduction and course overview
- Definitions and philosophies
- CRM and its potential value
- Aligning HR strategy and effort with culture

DAY 2

- CRM programs and the needs they can serve
- Checklist for success
- Evaluation metrics and privacy issues

DAY 3

- Requirement driven product selection process
- Considerations in tool selection
- Strategies for customer retention

DAY 4

- Building the future
- The four pillars of CRM and how they can be used to help others embrace the CRM plan
- Homegrown vs. the Application service provider
- The development team

DAY 5

- Evaluating and Reviewing Your Program
- Best practice in culture
- Case study